

June 2012

Missouri Press NEWS



Joplin Globe staffers participate in 'Disaster' activities

These staff members from *The Joplin Globe* were in Columbia May 3 for activities that included the sneak preview showing of the Missouri Press Foundation film "Deadline in Disaster." The film is about *The Globe's* response to the May 22, 2011, tornado that killed 161 people and destroyed a third of the city. In the photo, from the left, are city editor Mike Stair, recently retired Reynolds Journalism

Institute director Pam Johnson, who worked at *The Globe* years ago; editor Carol Stark, reporters Jeff Lehr, Susan Redden and Wally Kennedy, photographer T. Rob Brown and publisher Michael Beatty. These *Globe* staff members are featured in the film, which was shown May 24 in Joplin. More coverage of the May 3 activities in Columbia begins on page 6.



Show-Me Press will meet Saturday, June 16, in Columbia.

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Newspapers make fashion statements. **11**



Porter Fisher Golf Classic registration form on back cover.



Newz Group bails out central Missouri weekly.

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Politics figures in Convention planning

Sept. 20-22 meeting will be at Holiday Inn in Columbia

We were happy to see many of you at the sneak preview of the movie "Deadline in Disaster" at the Missouri Theatre in Columbia on May 3. The movie, produced by the Missouri Press Association and Foundation, tells the story of how *The Joplin Globe* covered the tornado that devastated that community a year ago.

The movie was preceded by an auction that raised \$4,030 for a memorial in Joplin.

Members of the *Globe's* amazing staff attended the premiere and told personal stories about how they covered the event even after suffering their own personal losses. Kathy and I purchased a couple of copies of the film on DVD and presented one of them to our hometown library.

I had a chance to visit for a few minutes at the Missouri Theatre event with the prolific *Columbia Tribune* writer Rudi Keller about his column on Missouri Civil War history that appears daily in the *Tribune*. Rudi said the events 150 years ago during the Civil War that touched all corners of the state represent an untapped source of stories for local newspapers.

A few minutes spent browsing the electronic archives of the State Historical Society of Missouri and newspaper records could yield many stories that could be presented to readers. He is willing to impart his wisdom to newspaper folks about how he researches and compiles his glimpses into the Civil War that have a wide following in Columbia and elsewhere around the state through the *Tribune's* website and new tablet edition.

Preparations for the 146th annual Missouri Press Association Convention on Sept. 20-22 at the Holiday Inn Executive Center in Columbia are under way. Executive director Doug Crews and the MPA staff are making contacts with speakers and presenters for the Convention.

Since this is a major election year, politics will be an im-

portant part of the 2012 gathering. The Convention will be held after the August primary, so the general election ballot already will be shaped up.

We are planning to have a debate among some of the major candidates for office that should generate a lot of press coverage across the state.

Speaking of politics, the newspapers in Southeast Missouri appear to have found a way to capture some of the money used to promote local candidates for office. They will be offering paid "letters of endorsement" for those wishing to state their support or opposition to candidates or local election issues.

Many of the candidates on the state and national levels have been bypassing local newspapers in favor of television and radio ads.

This has happened despite the declining viewership for television commercials (falling audience and ad-skipping DVRs) and divisions in the audience for radio spots (need we mention Sirius radio?).

As we stated in an earlier column, ad director Greg Baker has all the facts you need to convince candidates that the local newspaper is where their ads should go.

June will be a busy time for newspapers around the state. We hope to see you at the Southeast Missouri Press Association convention on June 1 at Cape, the Show-Me Press Association meeting June 15 in Columbia and the Northwest Missouri Press Association meeting June 22 in St. Joseph.



A few minutes browsing the electronic archives of the State Historical Society and newspaper records could yield many stories.



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Annual Meeting

June 16, 2012

Reynolds Journalism Institute, University of Missouri, Columbia

REGISTRATION: Write names of everyone who will attend from your newspaper or organization. Pay \$35 per person for conference registration, Thursday hospitality room, lunch and all sessions. Sponsorships are welcome. They help pay meeting expenses. Thank you. (This schedule is tentative.)

| | Number Attending | |
|----------------------------------|-------------------------|----------|
| Conference Fee (\$35 Per Person) | _____ | \$ _____ |

Friday, June 15

4 p.m. — Hospitality Suite in the Stoney Creek Inn, South Providence Road.
Dinner on your own.

Saturday, June 16

9 a.m. — Sign in at the Palmer Room (100A) at the Reynolds Journalism Institute
9:30 a.m. — How the internet and social media have changed the newspaper audience, and how newspapers are reaching that audience.
10:45 a.m. — MU's move to the Southeastern Conference.
Noon — Lunch, Show-Me Press Business Meeting, Screw-Up of the Year Award, Legislative Update.
1:30 p.m. — Roundtable Quickies.
3:00 p.m. — How, when -- should you -- use Facebook, Twitter? What works, what doesn't? Should digital reporting change the content, look of your newspaper?

| | |
|-----------------------------|----------|
| Sponsorship Donation | \$ _____ |
|-----------------------------|----------|

| | |
|--------------|----------|
| TOTAL | \$ _____ |
|--------------|----------|

Name(s) _____

Affiliation _____

Address / Phone / email _____

Mail your registration form and check to Kristie Williams at Missouri Press, 802 Locust St., Columbia, MO 65201. If you wish to reserve a room at the Stoney Creek Inn, call (573) 442-6400. Mention the Missouri Press meeting to get the meeting rate of \$93. Check-in time is 3 p.m. If you have questions call Kristie Williams at Missouri Press, (573) 449-4167.

Show-Me Press will meet in Columbia

June 16 sessions at Reynolds Journalism Institute on campus

When, why and how to use social media at your newspaper — even if your newspaper and staff are small — will be discussed at the annual meeting of the Show-Me Press Association at the Reynolds Journalism Institute (RJI) on the MU campus in Columbia.

Show-Me Press will meet Saturday, June 16, in the Palmer Room (100A) at RJI. Registration for the meeting is just \$35 per person. A registration form is on page 3 and can be found at mopress.com/current_forms.php.

Rooms are available at Stoney Creek Inn for \$93 per night. Call 573-442-6400 and ask for the Missouri Press Association room block. Stoney Creek Inn is on South Providence Road, about a mile south of the Mizzou



football stadium. (Or check out other Columbia hotels on the internet.)

A hospitality suite for Show-Me Press visitors will be open at Stoney Creek Inn 4-6 p.m. Friday after the Porter Fisher Golf Classic (golf registration form on back cover). Dinner that evening will be on your own.

Murray's, a popular restaurant that features live jazz, is near the Stoney Creek Inn. Several other restaurants are near the hotel. (Check the calendars of events on the websites of the *Columbia Daily Tribune* and *Columbia Missourian* for entertainment.)

The meeting will be in Palmer Room (100A) at the Reynolds Journalism Institute (RJI) on the MU campus (across 9th Street from the Heidelberg restaurant).

Parking passes for the nearby Hitt Street garage will be provided for attendees upon request. There is some parking at the MPA office parking lot on the corner of 8th and Elm streets. On-street metered parking will be available as well.

Roundtable Quickies:

*Discussion of issues
and topics facing Missouri
community newspapers.*

Here's the agenda:

9 a.m. — Registration at RJI in front of the Palmer Room.

9:30 a.m. — Frank Russell, RJI: How the internet and social media are changing the newspaper audience, and how newspapers are reaching that audience.

Russell is on academic leave from the *San Jose Mercury*, where he is breaking online news editor. He is working on a graduate degree and running the *Columbia Missourian's* interactive copy desk.

10:45 a.m. — What's involved with MU's move this summer to the Southeastern Conference: MU Athletic Dept.

Noon Lunch Meeting: Update on Legislative Session by MPA Executive Director Doug Crews, followed by Show-Me Press Business Meeting and presentation of the Screw-Up Award.

1:30 p.m. — Roundtable Quickies (5 Minutes on each topic).

• Coverage in Print vs. Online: You

have a website and Facebook page, so, are you producing the same newspaper you did before you had them? Why?

• How often do you update your website, and what kind of content do you put on your website?

• Are you collecting email addresses from everyone who contacts your office? What are you doing with them? Do you send content to your email list that you don't provide anywhere else?

• Postal Problems. Is your postmaster selling Every Door Direct Mail locally?

• Coverage/Policies on Sensitive Issues (gay couple engagement/wedding announcements, etc.) Are you putting anything in your paper about issues like this? Why/Not?

• Are you charging for any online content? What? How much?

• What new revenue streams are you tapping? Charging for special obits, thank-yous, candidate endorsement letters, social announcements?

• What new news or advertising project have you done in the last year?

3 p.m. — Stephanie Padgett, RJI: How and when to use Facebook, Twitter for reporting news. Should you use them? What works, what doesn't. Why are you doing that? How are you engaging your audience with social media?

Are you monetizing social media in some way. How can a small paper with no staff use Facebook, Twitter, etc.

'Deadline in Disaster' seen around state

About 800 people attended a May 24 free screening of the film "Deadline in Disaster" at the Central Christian Center in Joplin.

The documentary film, produced by the Missouri Press Association and Foundation, tells the story of how *The Joplin Globe* responded to the disastrous tornado on May 22, 2011.

Other free screenings of the film were sponsored by the Daniel Boone Regional Library, which is based in Columbia. The film was shown May 22 in Ashland, May 23 in Columbia and May 24 in Fulton.

The Press Association has been invited to stream the film on June 19 to about 1,000 high school students who will be attending Missouri Boys State in Warrensburg.

Copies of the film are available for \$20 (DVD) or \$25 (Blu-Ray), shipping included, with proceeds to the Foundation (mopress.com/online_store.php).



Brad Buchanan of Newz Group in Columbia made a quick trip to Centralia on May 21 to deliver this thumb drive to the *Fireside Guard*. It contained all of the PDFs the *Guard* had sent to Newz Group in the previous months.

"Newz Group was a lifesaver," said Jeff Grimes, general manager of the *Guard*. "After storms knocked out our server, we were able to salvage about 80% of our computer files, but many were still missing. Newz Group had PDF versions of every page we have sent them over the past 16 months, and we were able to recreate some important material that we thought had been lost."

Newz Group to the rescue!

Missouri Press Association encourages its member newspapers to send their PDFs to Newz Group in Columbia for a number of reasons.

One of those reasons — a digital archive backup — became very real for the *Centralia Fireside Guard* in May. A storm knocked out its server. The PDFs the *Guard* had sent to Newz Group in the past months allowed it to restore important files quickly.

If your newspaper creates PDFs of each issue, please join the many newspapers that are uploading their PDFs to the Missouri Press FTP site.

This process allows Missouri Press to build its online database of public notices (molegals.com) and to provide digital tearsheets of advertising placed by Missouri Press Service.

It also gives you an automatic digital backup of your newspaper, which would come in very handy in an event like the one in Centralia. **IT COSTS YOU NOTHING!**

For simple instructions on sending your content to Newz Group, contact Dan Schupp, Newz Group's IT director, at (573) 474-1000 or dschupp@newzgroup.com.

If you have concerns or questions about this MPA project, contact Doug Crews, dcrews@socket.net, or Greg Baker, gbaker@socket.net, at Missouri Press, (573) 449-4167.

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Staff members from *The Joplin Globe* who participated in the May 3 activities posed outside the Smith Forum in the Reynolds Journalism Institute (RJI) after the opening session of the day's events. From the left, they are city editor Mike Stair, recently retired RJI director Pam Johnson, who worked at *The Globe* years ago; editor Carol Stark, reporters Jeff Lehr,

Susan Redden and Wally Kennedy, photographer T. Rob Brown and publisher Michael Beatty. In the photo below, the *Globe* staffers visit with guests after a session at RJI. In the right foreground, *Columbia Missourian* reporter Richie Bernardo gets details from Stark about *The Globe* and the day's program.



Sneak preview of Joplin film concludes full day of activities

Staffers from The Globe are focus of event

The Missouri Press Association was the host for a sneak-preview event for the film "Deadline in Disaster" on May 3 at the Missouri Theatre in downtown Columbia.

Special guests during the day were

several members of the staff of *The Joplin Globe*, all of whom are featured in the film.

An EF-5 tornado struck Joplin on May 22, 2011, killing 161 people and damaging or destroying several thou-

sand homes and businesses in a swath through the middle of the city. In the days, weeks and months that followed, *The Globe* became a steady source of reliable information for the community of 50,000 in the southwest corner of Missouri — and through its website for the nation and the world.

During the May 3 event in Columbia, the *Globe* staffers participated in a panel discussion in Smith Auditorium at the Reynolds Journalism Institute (RJI) at the Missouri School of Journalism. Students and faculty from the Journalism School attended.

Before the showing of the film that evening, the guests from Joplin and others gathered in the conference room of the Press Association for a light

meal. Then all walked a block up the street to Missouri Theatre, where a silent auction got under way at 6 p.m.

After the showing of the film, the *Globe* staffers gathered on the stage of the theatre and shared their stories with about 500 people who attended the event. To close the day's activities, guests gathered for a reception on Missouri Theatre's rooftop patio.

Globe staffers who participated in the day's activities were publisher Michael Beatty, editor Carol Stark, city editor Mike Stair, reporters Wally Kennedy, Susan Redden and Jeff Lehr and pho-



At left, the marquee of the Missouri Theatre in downtown Columbia announces the showing of "Deadline in Disaster." In the middle photo, Julie Davis tells a group of student volunteers from MU what they need to do during the silent auction before the showing of the film. In the bottom photo, Charles Davis, from the School of Journalism and the Reynolds Journalism Institute, talks with Missouri Press Executive Director Doug Crews, film director Beth Pike, right, and Missouri Press event planner Kristie Williams (back to camera) about the evening's program. Businesses and individuals donated about 80 items for the silent auction, which was held during the reception before the showing of the film. The \$4,030 raised will go toward a memorial in Joplin to the victims and survivors of the May 22, 2011, tornado.



tographer T. Rob Brown.

Among those attending the screening were executives from Community Newspaper Holdings, Inc., Montgomery, Ala., owner of *The Globe*: Donna Barrett, president and CEO; and Keith Blevins, executive vice president.

The Missouri Press Association commissioned "Deadline in Disaster," which was produced by Beth Pike and Scott Charton and executive producer Doug Crews. It was directed and edited by Pike and Steve Hudnell. Sandra M. Levy Smith composed the music.

"Deadline in Disaster" is a production of Orr Street Productions, Columbia.

Charles Davis, a faculty member at the Reynolds Journalism Institute and School of Journalism, and his wife, Julie, assisted with planning and presenting the May 3 activities.

(Photos from the May 3 "Deadline in Disaster" activities in Columbia are here: <http://tinyurl.com/86bjtef>.)



Charles Davis, a faculty member at the School of Journalism, and his wife, Julie, were instrumental in the planning for the silent auction and coordinating the May 3 activities, along with Beth Pike, who produced and directed the film with Steve Hudnell and Scott Charton. Missouri Press Foundation was the producer, Doug Crews the executive producer.

Post-Dispatch editor resigns

St. Louis Post-Dispatch editor Arnie Robbins stepped down on May 18, and editorial page editor Gilbert Bailon is the new editor of the paper, publisher Kevin Mowbray announced.

Robbins was editor for more than six years and was managing editor for seven years.

Robbins, 59, told his staff that it was his decision and that it was time for him to embark on the next chapter of his life.

Although the newspaper has seen falling circulation and several layoffs in recent years, it also has seen website visitors nearly double since 2007 and has been named a Pulitzer Prize finalist three times in the past four years.

Robbins spent 13 years with the *Minneapolis Star-Tribune* and before that worked at the *Chicago Sun-Times*.

Bailon, 53, had been editorial page editor of the *Post-Dispatch* since November 2007. He previously worked at the *Dallas Morning News*, where he was

Editorial page editor Gilbert Bailon named editor



Gilbert Bailon

vice president and executive editor and editor and publisher of *Al Dia*, the *Morning News*' Spanish-language paper. Bailon also worked at the *Fort Worth Star-Telegram*, *The Los Angeles Daily News*, *The San Diego Union* and *The Kansas City Star*.

He is a past president of the American Society of Newspaper Editors and the National Association of Hispanic Journalists.

No replacement has been named for Bailon on the editorial page.

MPA Convention will be in Columbia Sept. 20-22

The Missouri Press Association requests that you note the dates of its 146th annual Missouri Press Association Convention — Sept. 20-22. It will be held at the Holiday Inn Executive Center in Columbia.

Details about the meeting will be sent to you soon, including an agenda, information about the speakers and a registration form. That material will be mailed and emailed to you.

We'll be promoting it to you heavily in the coming weeks. Plan now to attend your association's annual meeting.

Note also that the 2012 Roots 'n Blues 'n BBQ Festival in Columbia will be Sept. 21-22. While you're in town you might want to enjoy some music and food at this annual event downtown. Check it out at <http://rootsnbluesnbbq.com/>.

The festival attracts a crowd, so don't delay reserving your hotel room when you receive registration information.

MDC media staff can help you cover news about outdoor Missouri. Topics for next month include:

- MDC 75th focus: importance of landowners in conservation
- MDC 75th focus: Amendment 4, which created MDC, took effect July 1, 1937
- Frogging season opens June 30
- National Trails Day
- Missouri's growing bear population
- Registration for managed deer hunts begins July 1

For more information, contact

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Former Perryville publisher buys Ironton paper

Randy and Sue Pribble have purchased *The Mountain Echo* in Ironton and *The Mountain Echo X-tra* from Smith Newspapers of Fort Payne, Ala. The sale was effective May 1.

Pribble, the editor and publisher of the *Perry County Republic-Monitor* in Perryville for more than 20 years, was the president of the Southeast Missouri Press Association in 1990. He left Perryville at the end of 2004.

"Sue and I are excited about returning to Missouri," said Pribble in a story in the *Mountain Echo*. "We have many

friends and family in the area, so it feels like coming home," the Bonne Terre native said.

After leaving Perryville, Pribble was the publisher of the *Crawfordsville Journal Review*, an Indiana daily, for four years. Most recently he was publisher of *The Pampa News*, a daily newspaper in Pampa, Texas.

Mrs. Pribble was to join him in the Ironton office after their youngest daughter finished her college term. She will be doing the reception, book-

keeping and circulation duties for *The Mountain Echo*.

Former publisher Steve Russell and his wife, Nancy, are starting a barbecue business in Lebanon with their son, Keith.

Pribble said, "I will be relying on my friends, Steve and former publisher Judy Schaaf-Wheeler to help me get acquainted with folks in Iron County. After that, we will concentrate on putting out the best newspaper we can for our Iron County readers." (*Mountain Echo*)

Sources and Resources for Missouri Newspapers



Missouri State Medical Association

For information about health care, contact:

Lizabeth Fleenor
 Director of Communications
 Managing Editor, Missouri Medicine
 800-869-6762
 lfleenor@msma.org • www.msma.org

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Visitor from Washington, D.C.

U.S. Senator Roy Blunt stopped in the Missouri Press Association office during a visit to Columbia on May 2. MPA Executive Director Doug Crews gave the senator a tour of the office and pointed out some of the items on display. Here they look at the historical newspaper paintings the Missouri Press Foundation commissioned many years ago.

Scrapbook

• **Excelsior Springs** — The Excelsior Springs Area Chamber of Commerce named the *Excelsior Springs Standard* and its shopper, the *Town & Country Leader*, as the medium-sized Business of the Year. Business awards were presented at the chamber's annual dinner in April.

The *Standard* has been in business for nearly 125 years.

• **Marble Hill** — The *Banner Press* has joined the *Southeast Missourian* in Cape Girardeau and the *Scott County Signal* in Chaffee in offering readers the opportunity to write letters to the editor regarding political candidates.

Letters about candidates will be published as paid election letters for a fee of \$25 for up to 100 words plus 50¢ per word over 100 words. The final deadline for such letters is two weeks before an election. Letters must be paid for before they will be published, and the person who paid for the letter must be identified.

Another part of the policy states that

the editor will make the final determination on the suitability of all letters submitted.

• **Cape Girardeau** — New parents — and grandparents — quite often want to show off their new family member. The *Southeast Missourian* has a new way for them to do that.

Personalized birth announcements will let people provide all the details they want, with photos, in the Sunday Good Times section. Cost of the announcements is 15¢ per word, \$15 minimum. No charge for photos.

These special birth announcements are in addition to the regular birth notices that appear without charge in the records section of the newspaper.

• **Kansas City** — The *Star* won the sweepstakes award in its division of the 2012 Kansas Press Association Awards of Excellence contest. Awards were presented in Overland Park in April.

The *Star* won 19 first-place awards,

16 seconds and three thirds.

• **Cameron** — Cameron Newspapers presented its \$1,000 Tracie Steele Scholarship to Hannah Ford of Osborn High School. Publisher Wally Gallian presented the award at the third annual Cameron Newspapers Academic All-Star banquet on April 21.

Ford was chosen from among the 28 students who were honored for their achievements during their senior year of high school. Each student received a framed certificate and a proclamation from state Sen. Brad Lager.

The scholarship is named in memory of a member of the newspaper sales staff who died in 2010.

Cameron newspapers donated \$400 to the Parkview Elementary Art Department. Pupils drew Christmas pictures that were printed in the annual kid's Christmas edition in the *Cameron Shopper*.

• **Park Hills** — *Daily Journal* sports editor Donn Adamson presented \$833.44 to Mineral Area College President Dr. Steven Kurtz. The money was raised from the MAAA All-Star Basketball Games sponsored by the *Daily Journal*.

• **Cape Girardeau** — The *Southeast Missourian* won 16 awards in the annual contest sponsored by the Local Media Association (formerly the Suburban Newspapers of America).

The contest honors editorial excellence in six circulation classes. Only one newspaper won more awards than the *Southeast Missourian*.

• **Carl Junction** — Several Missouri newspapers, including the *Jasper County Citizen*, held Easter coloring contests in April. Winners in three age groups received cash prizes of \$10, \$5 and \$3 in the *Citizen's* contest, which was sponsored by area businesses.

Some of the other papers that had Easter coloring contests were: *Cassville Democrat*, *Dixon Pilot*, *Lincoln County Journal* in Troy and the *Democrat News* in Fredericktown.

The papers ran photos of the kids and their colorful creations.

• **Joplin** — Freelance photographer

Mike Gullett, who has worked for *The Joplin Globe* and other newspapers, was inducted in April into the Regional Media Hall of Fame at Missouri Southern State University.

Gullett, a journalism graduate of the University of Kansas, teaches at Missouri Southern and Pittsburg (Kan.) State University.

- **Kansas City** — Dave Helling, multimedia reporter and columnist for *The Star*, has been named the winner of the 2012 Headline Award from Johnson County Community College's journalism and media communications department.

The award is given to local journalists who serve as inspiration to student journalists at JCCC and who have made significant contributions to local journalism.

Helling provides videos for *The Star's* website and writes for the print edition. He previously worked for local television stations.

- **Liberty** — On April 19, *Liberty Tribune* editor Angie Borgedalen spoke at the Clay County Museum and Historical Society about the history of the *Tribune*.

Robert Miller, 19, started the *Tribune* on April 4, 1846, with the motto "Willing to Praise and Not Afraid to Blame."

The *Tribune* now is part of the News-Press & Gazette Co. owned by the Bradley family in St. Joseph.

- **Warrensburg** — *Kansas City Star* writers Dave Helling and Steve Kraske spoke April 18 at the University of Central Missouri at a "Journalism and a Democratic Society" program. They talked about how the media can make the political process relevant to young people.

- **Springfield** — On May 1 the *News-Leader* began charging for full access to its digital content. Home delivery subscribers can designate two users to get access to the digital content.

Digital-only subscriptions are available for \$12 per month.

Other online users still can see some online content before they are asked to subscribe.

Single copies of the printed *News-*



What do you do with your old newspapers?

During a fashion show at Warrensburg Middle School on April 27, Breanna Rooks, left, struts down the runway in the gymnasium. Her outfit, made from newspapers, includes a pleated dress, matching boots and purse, and a broad bow topper. It won best outfit created from recyclable materials. (Photo by J.C. Ventimiglia/*Warrensburg Daily Star-Journal*) In the lower photo, Wendy Salabay, a senior at Missouri University of Science and Technology in Rolla, models a dress made from newspapers on April 20 during Earth Day activities. (Photo by Lynn Brennan)



Leader now cost \$1 Monday through Saturday, up from 75¢, and \$3 on Sunday, up from \$1.75.

The *News-Leader* is the only Missouri newspaper owned by Gannett.

Many Missouri newspapers are now charging for full access to their online content.

- **Kansas City** — *Star* columnist Mary Sanchez was among the speakers in April at the Women's Bureau, Department of Labor Conference as part of Women's History Month.

Other speakers included former Kansas City mayor Kay Barnes and Tammy Edwards, vice president of the Federal Reserve Bank of Kansas City.

- **Steelville** — Rob Viehman, publisher of Three Rivers Publishing, will teach a "Beginning Digital Photography" class for the Steelville Arts Council in June.

He'll teach from 7-9 p.m. every

Agenda for June 22 NW Press meeting

A panel of Northwest Missouri legislators will be the first session of the Northwest Missouri Press Association meeting on Friday, June 22, at Missouri Western State University in St. Joseph.

The meeting with state lawmakers will be followed by a candidate forum for those seeking the Sixth District seat in the U.S. House of Representatives.

A block of rooms is reserved at the St.

Thursday in June at the office of his *Steeleville Star/Crawford Mirror* newspaper.

• **Joplin** — J.B. Forbes, chief photographer for the *St. Louis Post-Dispatch*, was at Joplin City Hall on April 27 to donate to the city enlargements of 19 photos taken by him and his staff.

44 images were part of the Journalists for Joplin effort, in which photos were sold via silent auction to raise money for the Joplin Tornado First Response Fund. Of the 44 images sold, 19 were returned by the buyers to be given to the city of Joplin.

• **Washington** — On July 1 the *Washington Missourian* will observe the 75th anniversary of the Miller family ownership of the newspaper.

Publisher Bill Miller Sr. said the front page of a coming issue will carry features about the family and the newspaper. Several members of the family work for the twice-weekly *Missourian*.

• **St. Louis** — Voices for Children on April 12 presented Dr. Donald M. Suggs with the 2012 Community Superhero Award for his civic leadership and his active support of the Voices mission. Dr. Suggs is the publisher and executive editor of *The St. Louis American*.

Voices advocates for abused and neglected children in St. Louis.

Keynote speaker for the event was Judge Glenda Hatchett, former presiding judge of one of the largest juvenile court systems in the country and star of the courtroom TV show "Judge Hatchett."

Sessions at Mo. Western

Joseph Ramada Inn for \$69, including breakfast. Phone 1-816-233-6192 and ask for the Northwest Missouri Press Association rate.

Registration costs \$50 per newspaper plus \$30 per person, which includes lunch on Friday.

A registration form is at mopress.com/current_forms.php.

Here is the tentative agenda for the meeting:

Thursday, June 21

• **7 p.m. Dinner** on your own at a St. Joseph restaurant.

Friday, June 22 (at MWSU)

• **8:15 a.m. – Business Meeting.**

• **9:30 a.m. – Legislative panel** with Northwest Missouri legislators.

• **11 a.m. – Candidate forum** — Candidates for 6th District U.S. House of Representatives.

• **12:15 p.m. – Luncheon:** Presentation of the Northwest Press awards; passing of the president's gavel; other business.

• **1:45 p.m. – Viewing** of the Missouri Press Foundation's Joplin documentary film "Deadline in Disaster."

• **2:45 p.m. – Disaster recovery panel:** What would happen if your office was flattened by a tornado, consumed

by a fire or flooded tonight? Tips, best practices to ensure the continuity of your newspaper.

• **3:30 p.m. – Editorial Track: Political & database reporting:** How to use free resources to bolster your reporting, investigate campaign finance issues and more. Discussion led by Ken Newton, senior political reporter from the *St. Joseph News-Press*.

• **3:30 p.m. – Advertising Track: Best Ad Ideas Contest:** Share your successes and great ideas. Get new-revenue ideas, bounce ideas around among people just like you, and maybe even brag a little about things you've done that are working. Bring copies of your best advertising sections, promotions, and sales ideas and copies of the section and flyers or sales material your staff used to sell a project.

Bring your best ads on behalf of an advertiser. Bring your best house ads promoting your newspaper. CA\$H prizes.

• **4:45 p.m. – Adobe InDesign Tips and Tricks:** Help your staff create more dynamic pages, infographics and ads in less time. Will include Q&A and live demonstrations.

Discussion led by Paul Branson, InDesign guru and presentation editor at the *St. Joseph News-Press*.

• **6 p.m. Adjourn** to informal setting at a restaurant in St. Joseph to be named. Free drink tickets. Dinner on your own.

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Rob Viehman works on his entry for the Great Steelville Canoe Float art contest. (Photo by Caroline Viehman)

From publisher to artist?

Rob Viehman, publisher of the *Cuba Free Press* and papers in Steelville and St. James, is working on an entry in a local art contest. He sent the above photo, taken by his wife, and the explanation.

"I'm working on a canoe entitled 'Newspaper Canoe' for the Arts Council's 'Great Steelville Canoe Float' canoe art contest. When it's finished, it will be displayed in the window at the (Steelville) *Star*. I have to get it completed and on display by Memorial Day weekend.

"I'm 'carving' the images into the canoe with a Dremel and also plan to light it from the inside so all the carvings glow at night." The Great Steelville Canoe Float exhibit will be in place through October.

Brian Brooks retires from MU J School

After almost four decades as a journalist and educator, Brian Brooks retired from the Missouri School of Journalism at the end of the academic year.

During his tenure, he educated thousands of aspiring journalists, pioneered technological breakthroughs benefiting both classroom instruction and the media industry, and helped further the reputation of the school as a leader in journalism education.

Brooks served as associate dean for undergraduate studies and administration for the past eight years and chaired the school's editorial department from 1999 to 2003. He joined the faculty in 1974 as news editor of the *Columbia Missourian*, the school's daily community newspaper, and served as editor from 1984 to 1987.



Brian Brooks

Brooks is the author or co-author of four journalism textbooks, including "News Reporting and Writing" and "The Art of Editing."

After graduating from the school in 1969 with both bachelor's and master's degrees, Brooks served in the U.S. Army in Germany and Vietnam as an information officer, for which he earned a Bronze Star.

Alumni and friends are creating a permanent endowed scholarship in his name. Contributions can be made at <http://tinyurl.com/7jhfa5>.

Brooks pioneered the use of computers in the J School. He led the creation of the Walter Williams Scholars program, which attracts high-achieving freshmen from around the country.

In 2004 Brooks received the University of Missouri's Division of Student Affairs Excellence in Education Award. For more than 35 years, he has managed the Dow Jones News Fund editing internship program at Missouri, which trains students for careers as copy editors.

In 2009 the Missouri Press Association inducted Brooks into the Missouri Newspaper Hall of Fame. (MU)

Press Foundation offering July 20 Community Engagement Seminar

Newspapers thrive on their relationships with their communities. What are you doing to increase the engagement of your readers and your community with your newspaper?

A July 20 training opportunity from the Missouri Press Foundation will teach you not only about the digital tools that make that conversation easier, but how to open your newsroom to your community. You'll look at digital tools and talk a lot about social media and other free, easy paths to online interaction.

Joy Mayer of the Missouri School of Journalism will present the Community Engagement for Community News seminar from 10 a.m. to 4 p.m. Friday, July 20, at the Reynolds Journalism Institute (RJI) on the University of

Missouri campus in Columbia.

Mayer's presentations at past trainings at RJI have received tremendous feedback, so this summer, the Foundation is bringing you a full day of Mayer and community engagement focused on small community newspapers.

The cost is only \$40 *if you register before July 1*, and includes lunch.

Mayer is an associate professor at the Missouri School of Journalism and faculty editor at the *Columbia Missourian*, where she is the director of community outreach. Her work focuses on community engagement in journalism and how news and information can be more of a conversation and less of a lecture.

A registration form is at mopress.com/current_forms.php.

On the Move

• **Maryville** — Gary Darling has rejoined the staff of the *Maryville Daily Forum* after a few weeks away. He got a job on the second shift at a local factory. It didn't work out.

"This job was hands in the grease, roll up your shirt sleeves kind of work," Darling wrote in a reunion "Geekology 101" column. "...This is backbreaking, earn-every-penny type of work. This is the kind of job that everyone thinks they can do but never truly appreciates those that do it."

"For those out there that can do this type of work, I applaud you. ... It was too much for me ... I am just not a factory person."

Darling is billed as the "geekiest employee" of the *Daily Forum*.



Gary Darling

• **Perryville** — Sandy Schnurbusch, who has 13 years on the ad staff of the *Perry County Republic-Monitor*, has been named advertising manager.

Publisher and editor Tay Smith said Perryville resident Alison Porter, 32, has joined Nicole Richardet on the paper's sales staff. Porter has nine years of sales experience for River Radio Group in Cape Girardeau. She and her husband, Chris, have two young daughters.



Sandy Schnurbusch



Alison Porter

• **Eldon** — Kristina Volkart is working as a reporter and photographer for Vernon Publishing briefly this spring at the *Eldon Advertiser* and *Miller County Autogram-Sentinel* in Tuscumbia.

In June she plans to continue her education in Springfield, where she has attended Drury University. Volkert is a member of the Air National Guard.

• **St. Louis** — Sports editor Reid Laymance left the *Post-Dispatch* on May 4.

Steve Parker, deputy managing editor for news, replaced Laymance on an interim basis while retaining oversight of Page 1.

• **Monroe City** — Adriana Orsini has been named general manager/editor of *The Lake Gazette* in Monroe City. She is a 2011 graduate of the Missouri School of Journalism with an emphasis on strategic communication and a minor in Italian.

Orsini lives in Monroe City. She has been a research writer for FEMA and an account planner for Ad Express. She also has taught therapeutic equestrian classes, enjoys travel and is an accomplished musician.

Matt Ellis left *The Lake Gazette* early in May.



Adriana Orsini

• **Boonville** — Ben Bennett is a new reporter on the staff of the *Boonville Daily News*. He worked the previous three years as an editor for a non-profit in Springfield.

Bennett is from Helena, Ark., but spent most of his youth with his missionary parents in Belgium and Jordan. He's a journalism graduate of Missouri State University and lived in Springfield for 13 years.



Ben Bennett

• **Harrisonville** — Julie Hicks has joined the staff of the *Cass County Democrat-Missourian* as the general sales assistant. She took over that position from Hanna Samuelson, who was

promoted to account executive.

Account executive Kristi Feiss was promoted to ad manager, succeeding Pat Larson, who retired.

Hicks moved from St. Louis to Harrisonville in 2001. She has worked as a school bus driver and in administrative roles for several churches. She continues to work the front desk at the Harrisonville Community Center, and in her spare time runs her own business, All You Need are Cupcakes, which she runs out of her kitchen.

• **Ellington** — Former *Reynolds County Courier* reporter Ken Beck has returned to the newspaper after several years away.

Beck began his newspaper career in 1981 with *The Springfield Herald* in Georgia, then worked for Independent Newspapers Inc. at a number of its Florida publications.

He first started working at the *Courier* in 2001, but left after a year. He returned in 2005, but left again in 2007 because of health problems.

His wife, Debbie, is a registered nurse for Advanced Healthcare Medical Center in Ellington.

Papers to honor editor for his 40 years on job

Bob Simmons stepped into the *Troy Free Press* 40 years ago as a high school student. His job doing cleaning chores evolved into a profession as he moved up to managing editor of the *Free Press* and *The Lincoln County Journal*.

"The name Bob Simmons is synonymous with the *Troy Free Press* and *The Lincoln County Journal*," said *Journal* publisher Kathy Colbert. "For most people, Bob has always been the person they have relied on to provide them with the local news and photos."

The *Free Press* and *Journal* will host a "business after hours" reception for Simmons from 5-7 p.m. on June 11 to recognize him for his 40 years with the newspapers.



Bob Simmons

Sedalia Democrat sold to Philadelphia firm

IRVINE, Calif.—Freedom Communications announced May 17 that it will sell *The Sedalia Democrat* to an affiliate of Philadelphia-based private equity firm Versa Capital Management, LLC.

Other newspapers involved in the sale are *The Telegraph* in Alton, Ill., *The Journal-Courier* in Jacksonville, Ill., and *The Lima News* in Lima, Ohio.

The transaction was expected to close by mid-June, and most current employees will transition to the new company, according to the statement.

“Versa believes in the value of community newspapers,” said *Democrat* publisher Dave Phillips, “and we’re thrilled at what that means for our readers and commercial printing clients here in mid-Missouri.”

Versa Capital Management, LLC is a private equity investment firm with \$1.2 billion of committed capital focused on control investments in special situations involving middle market companies in a wide variety of industries throughout the United States.

Versa Capital Management also owns

Ohio Community Media, a group of 14 daily and 30 weekly papers in northern and western Ohio.

Freedom operates about 100 publications, including 24 daily newspapers.

A new company, AIM Media Texas, LLC, formed for the purpose of buying the properties, is purchasing Freedom’s print and online assets in Texas of *The Brownsville Herald*, *El Nuevo Herald*, *The Harlingen Valley Morning Star*, *The Monitor* in McAllen, *The Odessa American* and *The Mid Valley Town Crier* in Weslaco.

Post-Dispatch got Titanic scoop

Reporter was on Carpathia headed for Naples, Italy

ST. LOUIS POST-DISPATCH

Carlos and Katherine Hurd of St. Louis were bound for Europe on a vacation. Killing time in New York, Carlos, a reporter at the *Post-Dispatch*, dropped by the newsroom of the *New York World* for small talk. He met city editor Charles Chapin.

Eight days later, it was good that Hurd knew Chapin’s face.

The Hurds boarded the steamship *Carpathia* for Naples, Italy, on April 11, 1912, the same day the new luxury liner *Titanic* left Ireland on its inaugural run to New York City.

The weather at sea was cold, the days restful. At dawn April 15, Hurd was awakened by a strange sensation — the *Carpathia* had stopped. He dressed and met a stewardess, who pointed to a pitiful gathering of shivering refugees. “From the *Titanic*,” the stewardess said. “She’s at the bottom of the ocean.”

Hurd, 36, interviewed survivors and crew members, including Robert Hichens, who was on the bridge when the *Titanic* struck ice. Hurd’s wife conducted additional interviews and assisted with his story, which he wrote in longhand on any paper they could find. The result was the first full account of the disaster, splashed across the pages of the *World* and the *Post-Dispatch*, both owned by the Pulitzer family (the first Joseph Pulitzer had died the year before).

How their scoop got to press is where Chapin’s face comes in. The *Carpathia*’s captain, Arthur Rostron, rushed his ship 58 miles at full speed toward the disas-

ter. But he had no truck for reporters. Rostron wouldn’t let Hurd send messages by the ship’s wireless telegraph.

As *Carpathia* approached New York on the evening of April 18, it was chased by several tugs bearing reporters, many of whom sought to lure Hurd over megaphones. Hurd wrapped his dispatch and tied it to a cigar box for buoyancy. Evading ship’s officers to reach the rail, he spotted Chapin on a tug. Hurd tossed his package. Its binding rope snagged a lifeboat one deck below. A *Carpathia* sailor freed it and — to the cheers of *Titanic* survivors — tossed it onto Chapin’s tug.

Grateful editors gave Hurd a \$1,000 bonus, a huge sum at the time, and sent the couple back to the *Carpathia* for their trip to Europe.

Carlos Hurd had joined the *Post-Dispatch* in 1900, and he worked there until his death in 1950 at age 73. Katherine Hurd, mother of their three children, died in 1928 at age 49. Carlos remarried two years later.

Earlier in his career, Hurd was the editor of the *Drury Mirror* at Drury University in Springfield and he worked as a reporter for the *Springfield Leader* (now the *News-Leader*) late in the 1890s.

Hurd was a versatile reporter who covered almost everything. He wrote about politics and government. He did book reviews and wrote many “bird lines” for the newspaper’s *Weatherbird*.

Two of his children followed him to the *Post-Dispatch*.

*“From the
Titanic,” the
stewardess
said. “She’s at
the bottom
of the ocean.”*

'Vote Missouri' series back with 'redistricting' addition

Art in Capitol basis for new feature

The Missouri Press Newspaper In Education Committee met in Columbia May 11 to plan our programs for the 2012-2013 school year. Thanks to everyone who made the trip; we've got an exciting year ahead. I'll just share a few highlights.

We'll kick off the new school year with the Vote Missouri series. The Missouri Bar will help us to update the series and cover a new topic — redistricting! We will provide six updated color features: Redistricting, Representatives, Senators, Governor, President and Voting.

I'm thrilled to see a project I've wanted to do for years finally come to fruition! Missouri Press will work with author and Missourinet news director Bob Priddy to release an eight-part series "Missouri History through the Art in the State Capitol."

The series will draw from Priddy's extensive historical knowledge on the topic showcased in his book, "The Art of the Missouri Capitol: History in Canvas, Bronze, and Stone," written with Jeffrey Ball. Watch for details about this exciting project in the coming months.

The Missouri Mule will be the focus of our Reading Across Missouri 2013 story, set to be released in January. Readers will meet Manny, a Rodney Dangerfield-kind of mule, who will attempt to stamp out misconceptions and earn some respect for the vital roles

mules have played in history.

This year more than 150 Missouri newspapers published our 2012 Reading Across Missouri story, "Patriotic Pals."

Following the statewide reading project, we'll offer our eight-part series on gardening, which should resonate with readers young and older thanks to a national trend to grow and buy local produce.

A few more small projects are sure to sprinkle into the calendar, but all of us involved in planning the new school year were pleased with this slate of resources to help you continue to reach out to young readers in your community.

A few reminders: May 22 was the one-year anniversary of the Joplin tornado. Missouri Press released a terrific youth feature that may be used at any time to share the story of the tragedy and the recovery and to offer tips on staying safe. To download the file, visit www.mo-nie.com and use download code "joplin."

The North Carolina Newspaper Foundation has some terrific summer reading features that use the newspaper while encouraging children to visit their local libraries. You can find out more about those at ncpress.com/ncpf/ncnie/newindex.html.

Missouri Press has three other terrific resources for summer. Our two-part series on the Lost Ladybug (download code: *lostlady*) and our book recom-



Dawn Kitchell is MPA's NIE director. Contact her at (636) 932-4301; dawn.kitchell@gmail.com.

I'm thrilled to see a project I've wanted to do for years finally come to fruition!

VOTE MISSOURI!

The who, what, when, where, why and how of voting in Missouri

could fill several thick books because of Missouri's complicated and interesting voting history and current law. The secretary of state's office handles all voting matters. Below are some historical highlights of voting in Missouri.

Missouri was at the forefront of the movement to win the right to vote for women. The National Woman Suffrage Association, the first national women's organization dedicated to women getting the right to vote, was founded in St. Louis in 1867. In 1916, at the Democratic National Convention in St. Louis, women, all dressed in yellow, formed a silent gauntlet ten blocks long, called the Golden Lane, forcing delegates to walk through their line to enter the convention hall. Then, in 1919, Gen. Frederick Gilmer called the Missouri legislature into special session where it ratified the constitutional amendment granting suffrage by overwhelming margins, making Missouri the 11th state to pass it.

Missouri African-American leaders, who called themselves the Missouri Republican Union, heavily influenced the election of U.S. Presidents Rutherford B. Hayes (1876) and James Garfield (1880) neither of whom would have won without the support of black voters.

HELP WANTED
Missouri Voters Must Be:
• Registered by mail with a postcard available online at www.sos.mo.gov/directories, your county office in charge of elections.
• 18 years of age or older before election day, a citizen of the United States and a resident of Missouri.

In the Missouri Constitution of 1945, Missouri adopted the Non-Partisan Court plan for choosing Supreme Court judges. With this plan, judges are chosen by panel recommendation to the governor for appointment. After the governor appoints a judge, at the next general election, voters can approve or disapprove of the choice. Many believe this plan allows judges to make decisions without fear of losing an election.

Brought to you by this newspaper, The Missouri Bar and the Missouri Press Association

Missouri Voter's Bill of Rights YOU HAVE THE RIGHT TO:

1. Cast your ballot free from interference in a private and secret manner unless assistance is requested.
2. View a sample instruction on how to place a ballot into a ballot box.
3. Ask for and receive further instructions from election judges concerning the manner of voting.
4. View a sample ballot before voting.
5. Cast a vote if you are in line before the polls close.
6. Ask to leave the election judge or person of your choice must give an answer if you cannot read, are blind, or have any other physical disability, request assistance voting or a more accessible polling location if needed.
7. Receive another ballot if your ballot is accidentally spoiled or you make an error.

LEARNING EXTENSIONS

- For all grade levels, go to www.sos.mo.gov for more information on the history of voting in Missouri and current election information.
- Grades 4-6: Activity 1—Discuss a date why you think it took women more than men to get the right to vote.
ACTIVITY 2—Read Missouri's Voter's Bill of Rights. Why are these rights important? Why do you think we need them?
- Grades 7-10: ACTIVITY 1—Read the 19th Amendment. Why was it passed after the Civil War? Why do you think women weren't included?
ACTIVITY 2—Research how African Americans were deprived of their right to vote through poll taxes and literacy tests. Although Missouri did not use either extensively, there were incidents of both until the Voting Rights Act of 1965.

Missouri Standards Alignment:
Grades 6-8: SS.3, SS.6, 7.1, 1.4, 3.1, 4.2, 1-A, 1-B, 1-C
Grades 9-10: SS.3, SS.6, 7.1, 1-A, 1-B, 1-C

mentation columns, Novel Ideas for adults (*noveljun12*) and Book Buzz for children (*buzzjun12*).

All of these are available at no charge, so download them and schedule them for prominent places in your newspaper. They'll help you reach new young readers in your market and provide interesting content for the well-informed people who already read your paper.

Did I mention they're all FREE!?

Journalism professor may soon start online business news service

An online business news service, which could launch in June, is under development at the Missouri School of Journalism. Jacob Barker, the "Street Talk" business columnist for the *Columbia Daily Tribune* wrote about it.

Randall Smith, a journalism professor, has been raising money for the project since fall. He hopes to make Missouri Business Insider available for the entire state.

It will send out two emails a day to subscribers and maintain a website. Content will be produced by students and professional contributors, Smith said.

The service will cover business in the state's major cities and will have a strong focus on Jefferson City.

"We're going to be covering the capital from a business point of view that hasn't been done before," Smith told Barker.

Obituaries

St. Louis

Deborah Pettit

Deborah Pettit, a graduate of the Missouri School of Journalism and a longtime employee of the *St. Louis Post-Dispatch*, died April 8, 2012.

She is survived by her husband, Scott; three children, a sister and a brother.

St. Louis

Ted Schafers

Theodore "Ted" Schafers, 97, a reporter and editor for the *St. Louis Globe-Democrat* for 52 years, died April 29, 2012.

Mr. Schafers, a lifelong resident of St. Louis, was a freelance correspondent for *Business Week* magazine and other McGraw-Hill publications.

He is survived by two daughters, three sons, a sister and many grandchildren and great-grandchildren.

St. Louis

Rick Desloge

Rick Desloge, 63, a writer for the *St. Louis Business Journal* since 1984, died of pancreatic cancer on May 14, 2012. He wrote his "St. Louis Character" feature and did twice-daily *Business Journal* reports on KMOX radio until a few weeks before his death.



Rick Desloge

Mr. Desloge was a graduate of the Missouri School of Journalism. In 2001 he published "Hell on Keels: The Saga of Motor Torpedo Boat Squadron 12: A Story of Wooden Boats and Iron Men."

Before joining the *Business Journal* he wrote for the *Suburban Journals* in St. Louis and *Traveler's Inside Report* in San Francisco.

Survivors include his wife, Nancy, two sons, his mother, two sisters and two brothers.



Newspaper in Education Committee meets

The Missouri Press Association's Newspaper in Education Committee met May 11 in the MPA office in Columbia. Dawn Kitchell, at left with back to camera, directs the NIE program. She reviewed projects for the 2012-2013 school year and next year's Reading Across Missouri story (see Kitchell's monthly NIE Report on page 16). Committee members attending were, from left clockwise, Renee Spaar, *The Odessan*; Millie Aulbur, *The Missouri Bar*; Georgiana McGriff, *The Joplin Globe*; Rob Viehman, *Three Rivers Publishing*, Cuba; Tanya Ragsdale, *Columbia Daily Tribune*; Teresa Shane, *Warrensburg Daily Star-Journal*; and Trevor Vernon, *Vernon Publishing*, Eldon.

Foundation approves 12 internship grants

The Missouri Press Foundation board approved internship grants for 12 MPA member newspapers for this summer.

Newspapers were invited to apply for grants to help pay for internships of four, six or eight weeks this summer. Grants will be for \$500, \$750 or \$1,000, depending upon the duration of the internship.

To be eligible for this program, interns must be enrolled in a post-secondary academic, professional or vocational newspaper journalism program

in Missouri.

Preference in the awarding of grants is given to newspapers that have supported the Missouri Press Foundation.

Newspapers whose applications were approved are: *Jefferson County/Arnold-Imperial Leader*, *Albany Ledger*, *The Kansas City Star*, *The Odessan*, *Northeast News*, Kansas City; *Marshall Democrat-News*, *Cuba Free Press*, *Bolivar Herald-Free Press*, *Sweet Springs Herald*, *Bethany Republican-Clipper*, *La Plata Home Press* and the *Press-News Journal*, Canton.



Missouri Press Foundation

These individuals and organizations made recent contributions to Missouri Press Foundation. To make a donation with a credit card, call (573) 449-4167, or send checks to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

Washington Missourian Newspaper in Education Program

Kohl's, Washington, Mo.

'Deadline in Disaster' Documentary Film

Boone County National Bank

Missouri Photojournalism Hall of Fame

Mr. and Mrs. William L. Miller, Sr., Washington

Get lawyers to pay for legal notices they place

Court or attorney, not the estate, owes you

In the more than 20 years I've served MPA's members as the hotline attorney, writing these monthly notes to all of you has been one of my most enjoyable tasks. I've always tried to have something different each month to tell you and to not repeat what we've discussed before.

Sometimes that is hard. I am reminded repeatedly that sometimes folks need to hear the same thing more than once. And that's reflected in this month's column.

I know I've written this before, because it's a subject that touches a sensitive nerve to me. I may be a lawyer, but my heart is still in journalism and I have a warm spot for community papers. I see how hard many of you work to make ends meet and yet produce a quality product, while dealing with rising costs and postal industry challenges, among others.

When you provide a service, you deserve to be paid. Granted, we all make mistakes – we provide services to folks who cannot pay our bill.

It is up to us to use good common sense and due diligence so that we don't have to waste time after the fact collecting our bills. But twice in the last month I've had calls to the hotline about lawyers not paying for legal notices.

First, I apologize on behalf of my chosen profession. There are good journalists and bad journalists; there are good lawyers and bad lawyers. The challenge for you, as good journalists, is to avoid doing business with bad lawyers!

Just recently I answered an email from a newspaper that ran a legal notice for the closing of a probate estate and now was hearing from the lawyer that the

estate had insufficient funds to pay for the legal notice.

Don't let yourself get in this position. I suspect this happens most often in this exact set of facts – probate estates often don't have funds to pay all their creditors. So here's what you need to know to protect yourself.

First, I'd go over to the courthouse and have a talk with the probate court. Tell the judge you've been having this problem and you are looking for a solution.

In cases where the court places the probate notice, you can have the court collect legal notice fees and then, when the notice comes directly to

you from the court, you can bill the court and they can pay you. Notices from the court should not be billable back to the attorney. Certainly the court is not going to let itself get stiffed for these fees. If the notices come to you directly from the court, then I assume the court is going to collect for payment and you won't have this issue.

When the notice comes from an attorney, don't just run it and assume you will get paid. You are NOT a general creditor of the probate estate. You need to collect these funds from the attorney, because they can add this to their bills and get reimbursed from the estate.

The law contains a specific ranking of how bills are paid from a probate estate that doesn't have enough money to pay all its creditors. The first bills to be paid, of course, are the administrative costs incurred by the court.

The second level of bills to be paid includes the attorney fees and the bills of the personal representative of the estate. That means if the ATTORNEY pays

the bill for publication of legal notices, the attorney gets those funds reimbursed before creditors of the estate. There is, therefore, NO reason for the attorney not to use the firm's funds to pay that expense of publication.

Furthermore, the newspaper is publishing this legal notice at the request and for the benefit of the estate. It is an expense incurred AFTER the death of the person. It is NOT a bill of the dead person, and therefore the paper is not a creditor of that person's estate, like credit card folks or doctors or others to whom the dead person owed money when he or she died.

You are a cost of the administration of the estate, which means you should be paid at a higher level.

Costs of administration of the estate are technically a CLASS 1 CLAIM under the Missouri Statute governing how the estate expenses are allocated in the case of an insolvent estate, which means you are supposed to be paid even BEFORE the attorney for the estate.

Don't let them put you off. If they want the estate closed, they must run a legal notice in a valid legal notice paper. They should pay that bill and add it to their bill for the estate. The court can place the ad and the court can collect the money up front and then pay you.

In short, don't be afraid to demand to be paid in advance for these legal notices, especially if you've had a bad experience with a lawyer before.

In fact, there is no reason, if you choose to do so, that your paper can't adopt a policy of requiring ALL legal notices to be paid in advance. And there's no law that says you cannot make one policy for some lawyers and another policy for other lawyers (so long as you are not discriminating on the basis of age, race, sex, etc.).

After all, lawyers call these advance payments "retainers!"



Jean Maneke, MPA's Legal Hotline attorney, can be reached at (816) 753-9000, jmaneke@manekelaw.com.

*Talk to the
probate court
if you're
having trouble
collecting from
an attorney.*

Missouri Newspaper Organizations

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CALENDAR

June

- 1** — Southeast Missouri Press Association meeting, Cape Girardeau
- 14** — Missouri Press Association and Missouri Press Service board meeting, 1:30 p.m., Columbia
- 15** — MPA Porter Fisher Golf Classic, 9 a.m. tee-off, A.L. Gustin Golf Course, Columbia
- 15-16** — Show-Me Press Association meeting, Columbia
- 22** — Northwest Missouri Press Association meeting, St. Joseph

July

- 20** — Community Engagement Seminar, Reynolds Journalism Institute, Columbia

September

- 20-22** — Missouri Press Association 146th Annual Convention, Holiday Inn Executive Center, Columbia

October

- 4-7** — 126th annual National Newspaper Association Convention, Charleston, S.C.

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Be at the golf course by 8:30. If you do not have a foursome, you will be assigned to one. If you wish to buy mulligans and/or make a contribution to the prize fund, you may add that to your registration check. **Send your registration and check to: Missouri Press Foundation, 802 Locust St., Columbia, MO 65201; or pay by phone with a credit card, (573) 449-4167.**

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2012 Missouri Press Foundation Porter Fisher Golf Classic

**Friday, June 15;
9 a.m. Shotgun;
4-Person Scramble.
A.L. Gustin Golf Course,
Columbia**

\$50

**Greens Fee, Cart,
Prizes, Lunch**

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Please Consider a Contribution to the Prize Fund

Would you personally or your company consider a contribution to the tournament prize/expense fund? If so, you may add it to your registration check or send a separate check to Missouri Press Foundation. Your gift will be acknowledged at the golf course and in MPA publications. Thank you.

Directions: A.L. Gustin Golf Course is on Stadium Boulevard, just west of the Providence Road intersection (MU football stadium). The course is part of the University athletic complex.